

## **Lufthansa Industry Solutions Selects BuyDRM for Secure Mobile Content Delivery to Germany's Intercity Bus Passengers**

**KeyOS Device DRM™ Technology Provides Studio-Approved DRM for Onboard iOS and Android Device.**

NORDERSTEDT, Germany & AUSTIN, Texas — September 8th, 2015 — BuyDRM™, a pioneer in Digital Rights Management (“DRM”) and Content Security Services, announced today that the company has been selected by Lufthansa Industry Solutions to deliver secure video playback via Lufthansa’s mobile passenger portal, Velimo Road’n’Rail, a turnkey video solution with a DRM compliant content supply chain approved by the Hollywood Studios.

Lufthansa Systems has been using BuyDRM technology for years on airline fleets, including Lufthansa, Virgin Australia, El Al, and Aircalin, and now, the KeyOS™ Device DRM™ License Solution also provides content access protection for Lufthansa Industry Solutions’ mobile infotainment options for Germany’s Postbus passengers. The KeyOS Device DRM agents permit passengers to securely stream content to their personal smartphones and tablets while complying with the demanding security requirements of content providers.

The BuyDRM KeyOS Device DRM Solution was selected for its flexibility in deployment, robust security and responsive support team. As a licensee of content from the major studios, Lufthansa has to ensure that the highest levels of security are deployed in a manner that’s completely transparent to the consumer. The KeyOS Device DRM solution is invisible to the consumer and provides the flexibility Lufthansa requires, while ensuring impervious security using today’s most popular media formats. From the convenience of their own devices, bus passengers can now securely access the Internet, check emails, go online shopping, watch their favorite movies or television shows, read newspapers and magazines, or play online games.

“The expansion of our in-flight media entertainment service to passenger devices on Germany’s intercity Postbuses requires a vendor with the experience and resources to effectively support a company of our size. We chose BuyDRM after an exhaustive review of all available solutions, and because BuyDRM is already studio-approved the decision was even easier,” said Peter Horstmann, Vice President Hospitality Solutions, Lufthansa Industry Solutions.

“We have a long history of working with the Lufthansa Group companies and their innovative IT solutions,” said Christopher Levy, CEO and Founder, BuyDRM. “We are truly honored to be partnered with Lufthansa Industry Solutions as they expand their

strong position in the IT market through customized solutions built around the KeyOS Platform for the transportation industry.”

### **About BuyDRM:**

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and transportation and education industries with customers spanning the globe. With 14 years of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today’s largest brands. OTT and IPTV operators, television networks, movie studios, cable MSO's, telcos, and premium content distributors use the BuyDRM™ award-winning KeyOS™ DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM’s customers include NBC Universal, Sony Pictures Entertainment Television Networks, Sony Crackle, Warner Brothers’ Flixster, HBO GO Europe, HBO GO Asia and HBO GO Latin America, the BBC iPlayer, BBC Worldwide, Microsoft, By Deluxe, Vubiquity, SC Johnson, Liberty Global, Philo.com, ShowMax.com, DramaFever.com, and Lufthansa Industry Solutions

For more information please visit <http://www.buydrm.com>.

### **About Lufthansa Industry Solutions:**

Lufthansa Industry Solutions is an IT service provider for process consulting and system integration. This wholly-owned subsidiary of Lufthansa Group helps its customers with the digital transformation of their companies. Its customer base includes both Lufthansa Group companies and more than 150 companies in various industries. Lufthansa Industry Solutions emerged from Lufthansa Systems AG on April 1, 2015. This Norderstedt-based company employs around 1,000 members of staff at several branch offices in Germany, Switzerland and the USA.

For more information, visit <http://lufthansa-industry-solutions.com>